

Board of Trustees: Enrollment and Student Services Committee
May 11th, 2026
Waters Hall Conference Room
Minutes

I. Call to order: 12:04 p.m. by Chair, Bill Dunnavant

II. Roll Call: Present – Bill Dunnavant, Alyson Quinn (Zoom) Mary Beth Johns (Zoom), Mac McCutcheon

Absent – Jimmy Baker

Attendees: Dr. Alyson Gill, Patrice Broaden, Amy Garrison, Derrek Smith, Michael Radden, LaShanda Chamberlain, Amber Martinez, Kim Dunnavant (Zoom), Ashley Beck (Zoom), DJ Doorenbos (Zoom), Casey Capps (Zoom), Joseph Colunga (Zoom), Tina Jhin (Zoom), Kim Dunnavant (Zoom), Ella Romine (Zoom), Bethany Jackson (Zoom), Tricia Oleyte (Zoom), Jordyn Lee (Zoom)

III. Approval of Agenda: McCutcheon motioned to approve and Dunnavant seconded, all in favor, none opposed

IV. Approval of July 17th, 2025 Minutes: Minutes approved by proclamation, all in favor, none opposed

V. New Business:

a. Career Programming and Workforce Engagement Update

- i. Derrek Smith presenting
- ii. Effective Feb 2026, Dr. Radden and the Career Development Center came under the umbrella of Success
- iii. The partnership is going very well, it's a natural pairing of student services, realigning things we have already been doing
- iv. Refocused our commitment to career readiness for students with targeted partnerships
- v. Hosting hybrid workshops (in person and online) for students to join with their preferred method for various subjects like interview skills, resume tips, etc.
- vi. The common goal of Athens State students is to better their career and we are being intentional in giving opportunities for that to happen, providing guidance
- vii. Strategic partnerships: Limestone County Career Center is now on our campus, also working with the Family Resource Center, trying to provide mutually beneficial services and collaborative initiatives
- viii. Dr. Radden (presenting) working more with academia, hosted events with various government offices (FBI, DEA) for students to meet with employers from those spaces

- ix. Also hosting Corporate Round Tables throughout the year with local business to gain knowledge about what they're looking for in potential employees and passing info on to our students
 - x. Next corporate roundtable is in June with IT companies
 - xi. Dr. Radden feels the best way to engage with someone is face to face, so that is his preferred method to reach students and employers
 - xii. Smith notes that we are also working on the ways we share this with students, including more targeted portal announcements
 - xiii. Recently hosted a Career Connect hiring event with Limestone County at the Veteran's Museum and had about 200 attendees
 - xiv. McCutcheon notes that there is an initiative with Career Connect to put kiosks in local high schools, asks if we are involved with that at all, it could be a good opportunity for us to join in, he can be a contact to get more info and get us connected
 - xv. This Wednesday, in place of our standard large career fair, we're hosting the first of hopefully more "micro-career fairs" for specific markets while we have less space on campus for large events
 - xvi. The first of these is for K-12 school districts, we have 8 districts (not just schools) attending, will be held in the ballroom, invited all of our students and recent alums, marketing office has also done targeted ads in the school systems that are attending and the districts themselves are also encouraged to communicate it, open to the public as well
 - xvii. In anticipation of this event, Dr. Radden (presenting) is doing a workshop today at 5pm that's on how to prepare for a career fair, 16 students are currently registered
 - xviii. We've learned that students need help early and often to make sure they are successful and we want to provide that at every level
 - xix. We are also in the process of hiring a career specialist to help this office and these efforts
 - xx. Dunnivant is very excited for these efforts, he is glad we are targeting students who want to help grow their careers, it's exactly where we want to focus
 - xxi. Dunnivant recommends skipping the logo on our marketing and using our name, since people don't recognize our logo
- b. Summer and Fall Enrollment by College
- i. Amber Martinez presenting
 - ii. Summer 2026 headcount increase (2%, 39 students) and credit hour increase (3%, 448 hours) over Summer 2025
 - iii. College of Business and College of Education enrollments trending up
 - iv. Dunnivant asks why Summer enrollment tends to be lower
 - v. Martinez notes that it could be lots of reasons from wanting a break between semesters or Financial Aid reasons (some loans only cover two semesters, we do refer them to Foundation and other scholarships, but it's often not enough)
 - vi. Dunnivant notes that we could maybe find a way to offer a grant or scholarship for the Summer semester, Limestone Career Center has funding available for courses we could reach out about
 - vii. Fall 2026 headcount decrease (-4.6%, 73 students) and credit hour decrease (-2%, 304 hours)

- viii. However, we did start registration two weeks later this year, so we're two weeks behind those numbers, we learned we should probably open it as early as possible going forward
- ix. All colleges trending downward as of now
- x. Dunnivant asks if opening registration as early as two weeks before Spring Break and advertise that to catch students before the average
- c. Overview of Current Enrollment Campaigns and Outreach Initiatives
 - i. Amber Martinez presenting
 - ii. Application to accepted rate is 55%
 - iii. Accepted to enrolled rate is 41.8%
 - iv. Our applications are down, but the ones we are getting make it through to the finish line at a higher-than-average rate
 - v. Some recent initiatives: Transfer Day on March 15th, 60% increase in attendance from Fall transfer day, 51 students attended and 48 of them have been admitted, surveys said Transfer Day solidified their decision to attend Athens State
 - vi. We made sure faculty and student groups were present, and that there was a lot of interaction and welcoming groups
 - vii. Graduate Webinars, 61 registered for the first one, 17 attended and 8 people who couldn't attend requested the slides after, 1 person has applied thus far
 - viii. Inaugural webinar was focused on how to pay for a grad degree, which was an opportunity to share how inexpensive our programs are, they got an application fee waiver for attending as well
 - ix. Call Center impact: reaching out to alumni and Phi Theta Kappa students, also immediately reaching out to inquiries from interested students and setting up appointments
 - x. 426 appointments generated from the call center
 - xi. Element 451, over 200k names in that database, recently reached out to STEM students with targeted info about STEM scholarships
 - xii. Target X, applicant outreach, weekly emails and messages encouraging students to finish applications
 - xiii. Dunnivant asks if we have names for TN folks as well as AL
 - xiv. Martinez notes we have nationwide name lists, local and beyond, GA/TN/MS border areas are a focus
- d. Scholarship Update
 - i. LaShanda Chamberlain presenting
 - ii. Transfer Scholarships (Empowerment need based, and Excellence) offers started April 1
 - iii. Students have two weeks to accept their award and if they don't, it's awarded to other students
 - iv. We are currently in round three of these offers
 - v. Empowerment: 112 total offers in first three rounds, 67 accepted, 10 cancelled
 - vi. Excellence: 201 total offers, 91 accepted, 39 cancelled
 - vii. Our goal is for students to not have any student debt when they leave us
- e. Dean of Students Update
 - i. Amy Garrison presenting
 - ii. We had a mix of in-person and virtual events for students for Spring 2026
 - iii. Volunteer and advocacy events along with social and club events

- iv. Athenian Ambassadors served nearly 400 hours in the community and on campus, they assist with recruitment and campus tours, building their networking and peer leadership skills
- v. Elected new SGA officers, several returning members and some brand new
- vi. Academic Achievement awards ceremony, over 136 student service awards between student organizations and honor societies
- vii. Moving forward, as the Dean of Students office expands, we are proposing acquiring Maxient student case management software, will assist student conduct but also ADA and other cases (this was added to our FY27 budget requests)
- f. Strategies to Support Enrollment Growth
 - i. Amber Martinez presenting
 - ii. New Grad Admissions landing page for Athens State Alumni
 - iii. Continuing Grab webinar series, next one is an inside view of grad program with a current grad student, previous attendees invited plus all alum and learning partners
 - iv. Ongoing call campaigns for Summer and Fall incomplete and in-progress applications, this along with emails and texts, walk students through steps for the application and ordering transcripts, wrap around service
- g. Upcoming VP Enrollment Management
 - i. Over the past several weeks, Dr. Wehlburg and Cabinet have been discussing bringing on a VP of Enrollment Management
 - ii. Admissions and Financial Aid (including VA) would report to VPENM
 - iii. Student Success/Career Development would still report to Provost

VI. Discussion

- a. Dunnavant is excited about the potential and excitement in the room, and about the VPENM position as long as it's the right person
- b. Dr. Gill notes that we have had monthly meetings as a team and work well together

VII. Adjourn: Dunnavant made a motion to adjourn at 12:57pm

Respectfully submitted by: Emily Jackson

Packet contents: Agenda
January 14th Meeting Minutes
Presentation materials